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## **IDEaS Announces Winners of IDEaS Cornell Revenue Management Scholarship**

MINNEAPOLIS, MN – SEPTEMBER 10, 2009 – IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, today announced that Alexandre Teixeira – revenue manager at Grand Hyatt São Paulo, Crystal Edwards – assistant revenue manager at Governor Hotel, and Fraser Pearce – revenue manager at Lord Elgin Hotel, have been awarded the [IDEaS Cornell Revenue Management Scholarship](#). This first of its kind scholarship program offers hospitality professionals’ revenue management certification from Cornell University. The Scholarship Panel at the Cornell University School of Hotel Administration selected the scholarship recipients based on demonstrated excellence in revenue management and drive to enhance their profession.

“We’re proud to present the IDEaS Cornell Revenue Management Scholarship to the first three recipients for 2009,” said Linda Hatfield, vice president of product management and marketing, IDEaS. “This program is only one part of our extensive initiative to educate and inspire revenue management professionals and move the industry forward.”

The scholarship program, funded by IDEaS, offers hospitality professionals worldwide the opportunity to gain an online Revenue Management certification from Cornell University. Scholarship recipients get paid registration to five eCornell courses leading to an eCornell Hotel Revenue Management Certificate.

“I was exploring furthering my education, but there are no such certifications available locally. This scholarship will allow me to continue my path in revenue management as a

better-prepared professional so I can continue to take on higher responsibilities within my organization as well as help to make this science more professional within the local market,” said Alexandre Teixeira, revenue manager, Grand Hyatt São Paulo. “Receiving the scholarship, and ultimately the certification, will significantly benefit my hotel as well as my own professional development.”

“There aren’t many opportunities available in online revenue management education. I am extremely grateful to IDEaS for this opportunity,” added Crystal Edwards, assistant revenue manager, Governor Hotel.

IDEaS will award six scholarships in total this calendar year. Applications for the remaining three scholarship awards for 2009 will be accepted until **Monday, October 19, 2009**.

“Given the current economic situation, the opportunity to receive a certification from Cornell’s leading edge revenue management program is remarkable,” said Fraser Pearce, revenue manager, Lord Elgin Hotel. “I can’t imagine a better time to educate myself and my hotel in this highly competitive market.”

For more information about the IDEaS Cornell Revenue Management Scholarship Program and to download the application, please visit:

<http://www.ideas.com/index.php/resources/scholarship>

### **About IDEaS Revenue Optimization**

IDEaS, a SAS COMPANY, is the premier provider of [Pricing, Forecasting and Optimization](#) solutions and services. [IDEaS’ Solutions](#) are implemented via [Software as a Service \(SaaS\)](#) deployment with very little infrastructure, guaranteeing small upfront costs and easy implementation. [IDEaS’ Advantage](#) and [IDEaS for Success](#) services help at all levels of a client’s organization—strategic through operational—and our integrated approach differentiates IDEaS from the competition and creates the foundation for a successful partnership. Headquartered in Minneapolis, IDEaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

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